

WHAT IS CLAIMED IS:

1. A transfer composition comprising:
 - a transfer base material in an effective amount;
 - a puff base material in an effective amount; and
 - at least one pigment concentrate in an effective amount.
2. The transfer composition of claim 1 wherein:
 - said transfer base material is in an amount of at least about 25% by weight;
 - said puff base material is in an amount of at least about 65% by weight; and
 - said pigment concentrate is in a total amount of about 10% by weight or less.
3. The transfer composition of claim 1 wherein:
 - said transfer base material is in an amount of at least about 25% by weight;
 - said puff base material is in an amount of at least about 35% by weight; and
 - said pigment concentrate is in a total amount of about 40% by weight or less.
4. The transfer composition of claim 1 wherein said puff base material is comprised of a resin, a base, an adhesive, and a blowing agent.
5. The transfer composition of claim 1 wherein said transfer base material is comprised of a resin and a plasticizer.
6. A transfer comprising:
 - a sheet of substrate treated with quillon; and
 - an ink image on said sheet, said ink image made of a composition including a transfer base material, a puff base material, and at least one pigment concentrate.
7. The transfer of claim 6 wherein said substrate is paper.

8. The transfer of claim 6 wherein:

 said transfer base material is in an amount of at least about 25% by weight of said composition;

 said puff base material is in an amount of at least about 65% by weight of said composition; and

 said pigment concentrate is in a total amount of about 10% by weight or less of said composition.

9. The transfer of claim 6 wherein:

 said transfer base material is in an amount of at least about 25% by weight of said composition;

 said puff base material is in an amount of at least about 35% by weight of said composition; and

 said pigment concentrate is in a total amount of about 40% by weight or less of said composition.

10. The transfer of claim 6 wherein said puff base material is comprised of a resin, a base, an adhesive, and a blowing agent.

11. The transfer of claim 6 wherein said transfer base material is comprised of a resin and a plasticizer.

12. A method of making a puff transfer composition, said method comprising:

 providing a transfer base material, at least one pigment concentrate, and a puff base material;

mixing said transfer base material, said at least one pigment concentrate, and said puff base material together to form a transfer composition.

13. The method of claim 12 wherein said mixing step comprises:

mixing said transfer base material and said at least one pigment concentrate together to form an initial composition; and

mixing said puff base material and said initial composition together to form said transfer composition.

14. The method of claim 12 wherein said transfer composition comprises:

said transfer base material in an amount of at least about 25% by weight;

said puff base material in an amount of at least about 65% by weight; and

said pigment concentrate in a total amount of about 10% by weight or less.

15. The method of claim 12 wherein said transfer composition comprises:

said transfer base material in an amount of at least about 25% by weight;

said puff base material in an amount of at least about 35% by weight; and

said pigment concentrate in a total amount of about 40% by weight or less.

16. The method of claim 12 wherein said puff base material is comprised of a resin, a base, an adhesive, and a blowing agent.

17. The method of claim 12 wherein said transfer base material is comprised of a resin and a plasticizer.